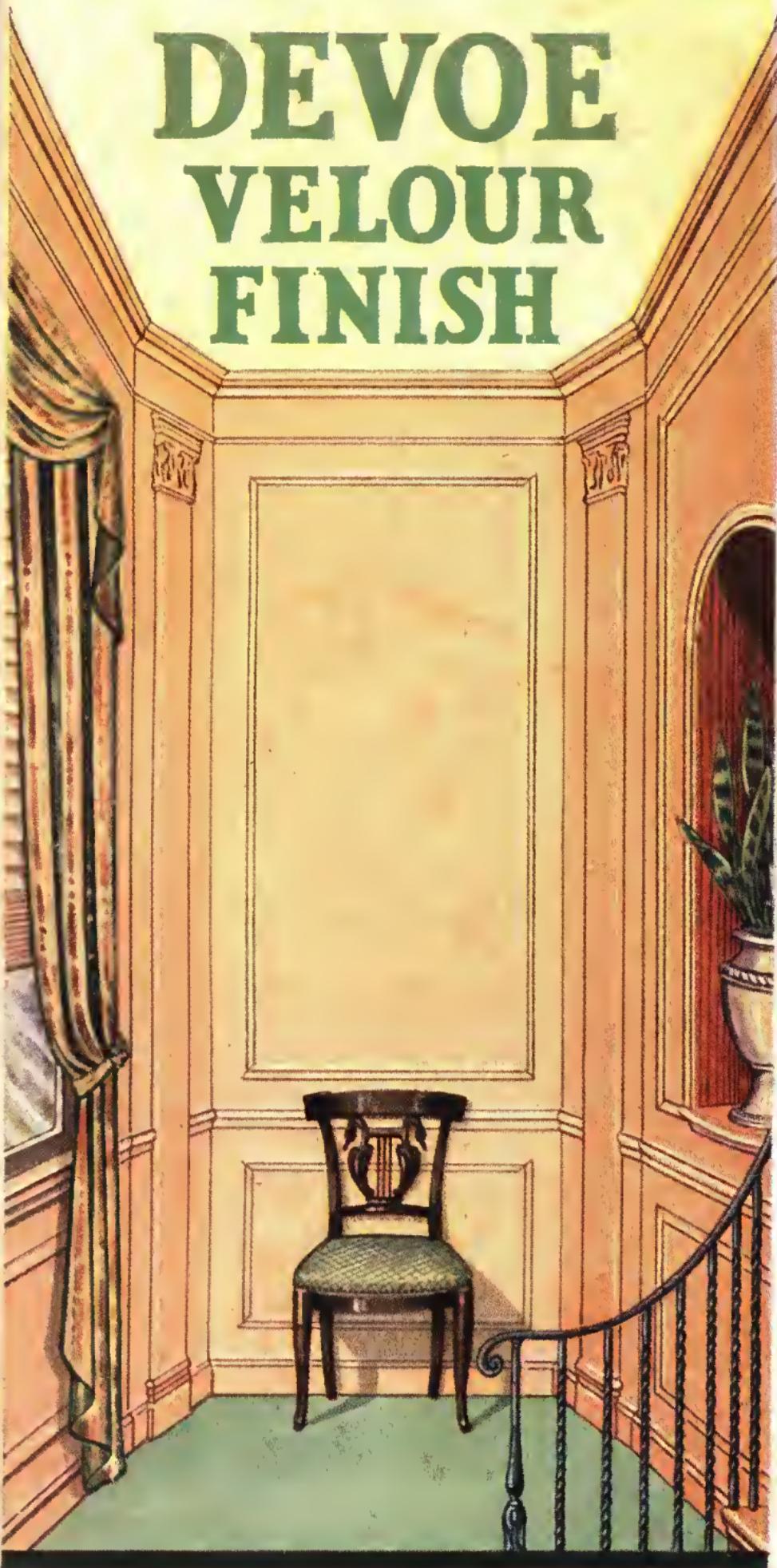


# DEVOE VELOUR FINISH



GLOSS and SEMI-GLOSS

A WASHABLE PAINT FOR INTERIOR  
WALLS, WOODWORK AND CEILINGS

**I**NTERIOR decorators are as one in assigning to walls a position of first importance in any scheme of interior decoration.

W. Shaw Sparrow, the famous English decorator, says:

"Walls are a background to a picture and this picture is a room, with furniture to occupy the middle distance, and the foreground peopled by living men, women and children.

What are the qualities of a good background? The first one is repose, for a background must keep behind the rest of the picture, and yet, while never asserting itself in a troublesome way, it must support and enrich a definite scheme. When the right background is discovered, a good general effect is within easy reach."

Velour Finished walls have many advantages:

Water will not injure them. Even where the risk of accident is great, as in kitchens and bath-rooms, Devoe Velour Finish will give long and satisfactory service.

A Devoe Velour Finished wall is readily cleaned. Only soap, water and a piece of cloth are needed to remove finger prints, grease, soot or pencil marks. A Velour Finished wall can be washed many times without impairing the beauty of the finish.

USE A DEVOE SUPERKLEEN BRUSH  
FOR A GOOD WALL PAINT JOB!



SOLD BY  
**L. C. ANDREWS**

Lumber & Building Mater.  
SOUTH WINDHAM, N.H.

*Manufactured by*

**Devoe & Raynolds Co., Inc.**  
New York Chicago

PRINTED  
IN U.S.A.

## **DEVOE VELOUR FINISH**

**Available in Gloss or Semi-Gloss**

Washable, durable and beautiful finishes for ceilings, walls, woodwork and ironwork. They will not crack, chip or scale, and are not discolored or injured by water or heat.

Each color can be obtained for either a Gloss or Semi-Gloss effect. Devoe Velour Finish Gloss dries with a highly glossy finish of great beauty and durability. Velour Finish Semi-Gloss is equally as durable and washable as the Gloss, but provides a less glossy egg-shell finish. The color card shows only the type of finishes.

### **PREPARATION FOR USE**

Fill all cracks and uneven places with a mixture of plaster of paris, whiting and water, or with patching plaster. Allow to dry thoroughly.

Stir Velour Finish thoroughly, being sure that any pigment that may have settled to the bottom is completely broken up.

If Velour Finish becomes too thick after remaining open for some time, it can be thinned with a very little turpentine.

All colors are intermixable so that any desired shade can be easily obtained.

*Use a Deroe Set-In-Rubber Brush*

### **DIRECTIONS FOR USING DEVOE VELOUR FINISH GLOSS**

*New Walls and Woodwork*—Be sure the walls are thoroughly dry. Apply a priming coat of Devoe Velour Finish Semi-Gloss of same shade as finish coat. No other undercoat is required. Allow to dry, and then apply one coat of Devoe Velour Finish Gloss.

*Old Walls and Woodwork*—Best results will usually be obtained by applying first a coat of Devoe Velour Finish Semi-Gloss of same shade as finish coat, followed by a coat of Devoe Velour Finish Gloss. If,

however, the surface to be re-painted is clean, in good condition without need of patching, and light in tone, a darker tone of Devoe Velour Finish Gloss can be applied at once without any undercoat.

*Burlap or Canvas*—Treat as you would new wall.

*Ironwork*—Treat as you would woodwork. An undercoat of Devoe Velour Finish Semi-Gloss is usually desirable.

#### DIRECTIONS FOR USING DEVOE VELOUR FINISH SEMI-GLOSS

*New Walls and Woodwork*—Be sure walls are thoroughly dry. Use two coats of Devoe Velour Finish Semi-Gloss, both of the same color. No undercoat or priming coat is needed.

*Old Walls and Woodwork*—No undercoat is necessary. Two coats of Devoe Velour Finish Semi-Gloss will usually give best results. If, however, the surface to be re-painted is clean, in good condition without need of patching, and light in tone, a single coat of a darker tone of Velour Finish Semi-Gloss, without undercoat, will be adequate.

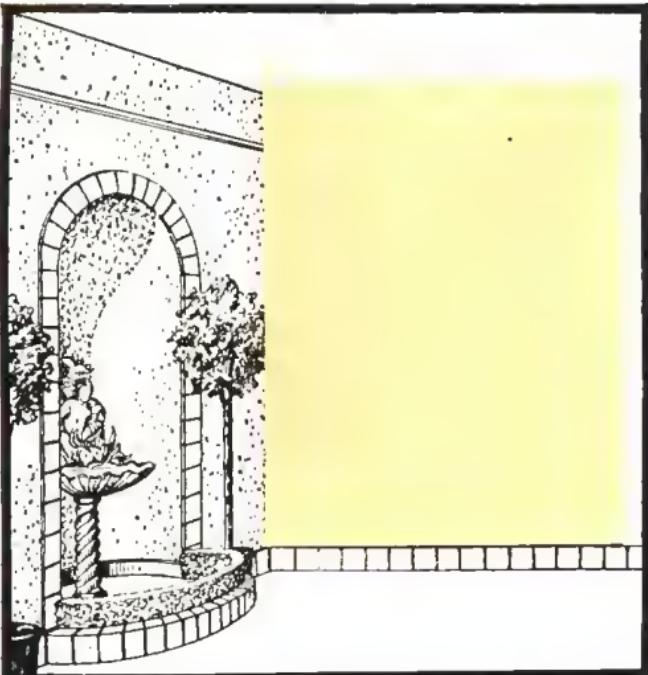
*Burlap or Canvas*—Treat as you would new wall.

*Ironwork*—Treat as you would woodwork. Two coats of Devoe Velour Semi-Gloss, without undercoat, will give satisfactory results.

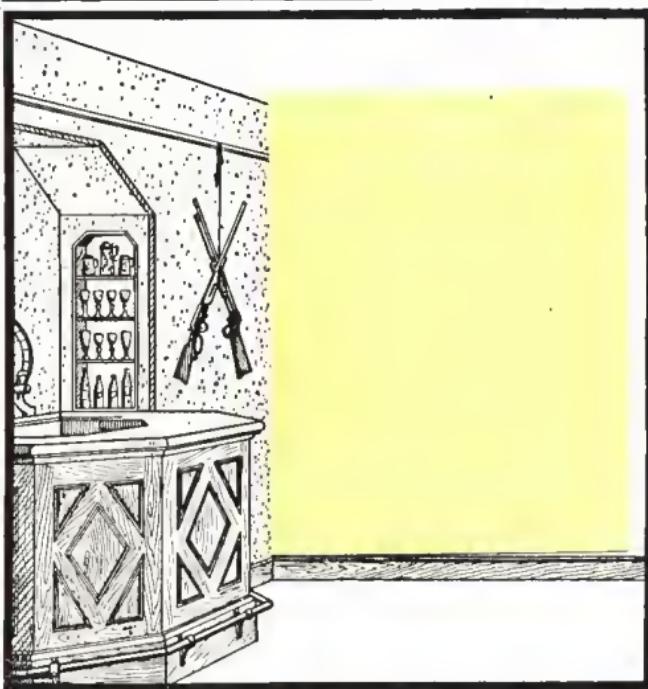
We gratefully acknowledge the assistance of the following in selecting colors for Velour Finish:

Richard E. Thibaut, Inc. • Good Housekeeping Studio of Architecture and Furnishings • Cheney Brothers • House & Garden Magazine • B. Altman & Co. • Delano & Aldrich • Woman's Home Companion • W. & J. Sloane • North American Society of Arts, Inc.

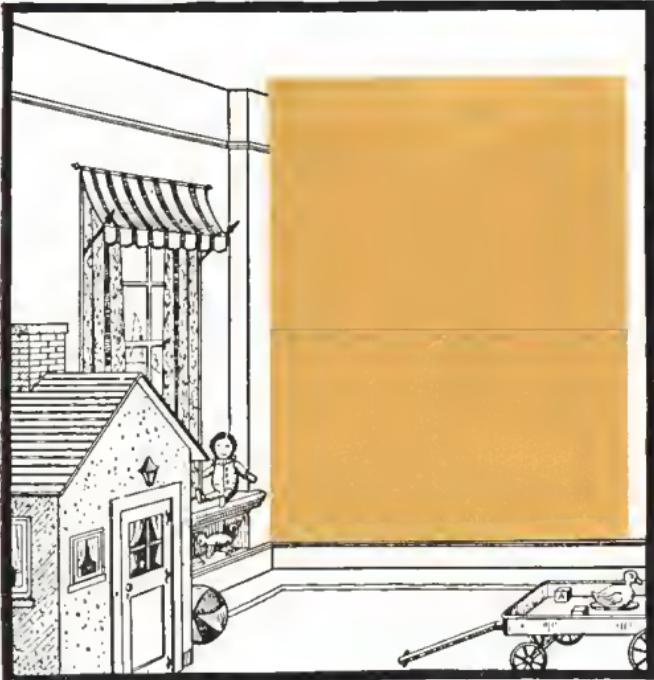
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810  
Cream

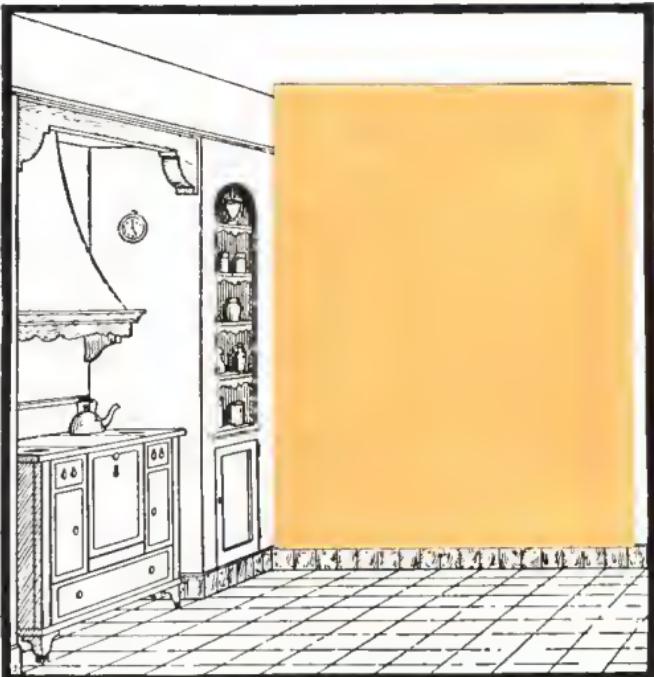


811  
Light Ivory

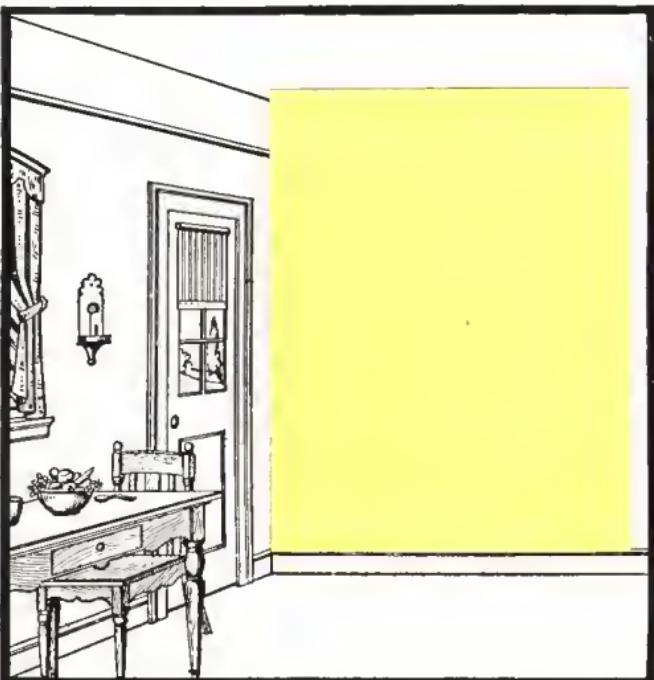


813  
Beige

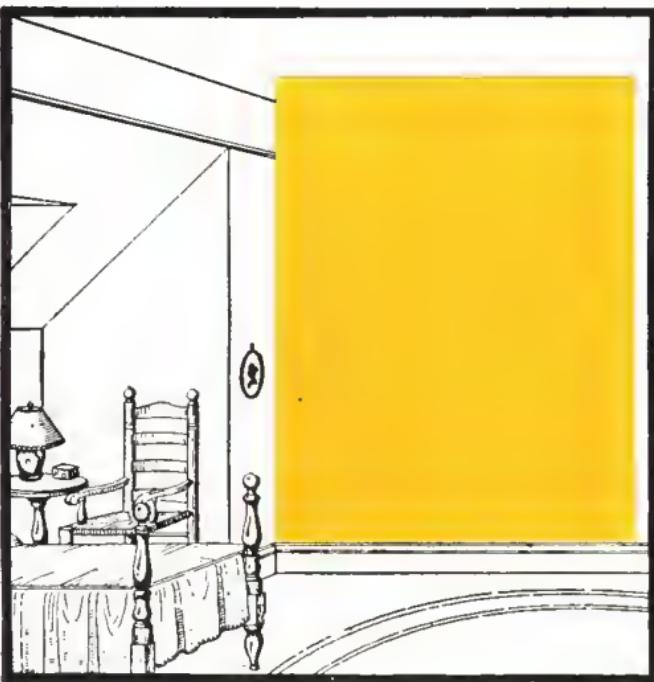
ALSO 820 BLACK



812  
Peach

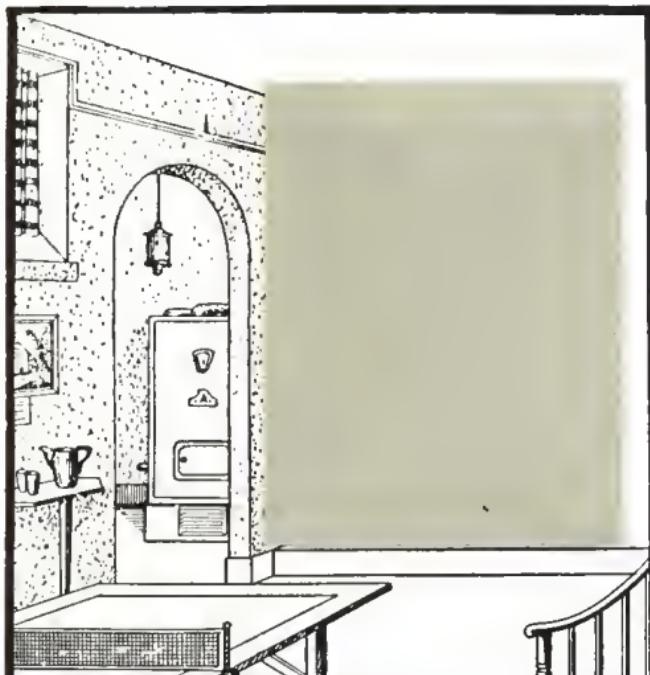


826  
Cornsilk

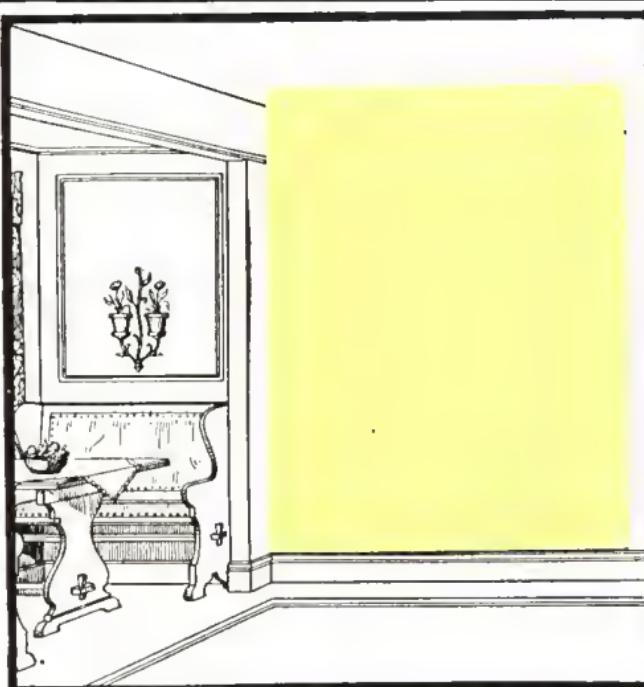


827  
Sunflower

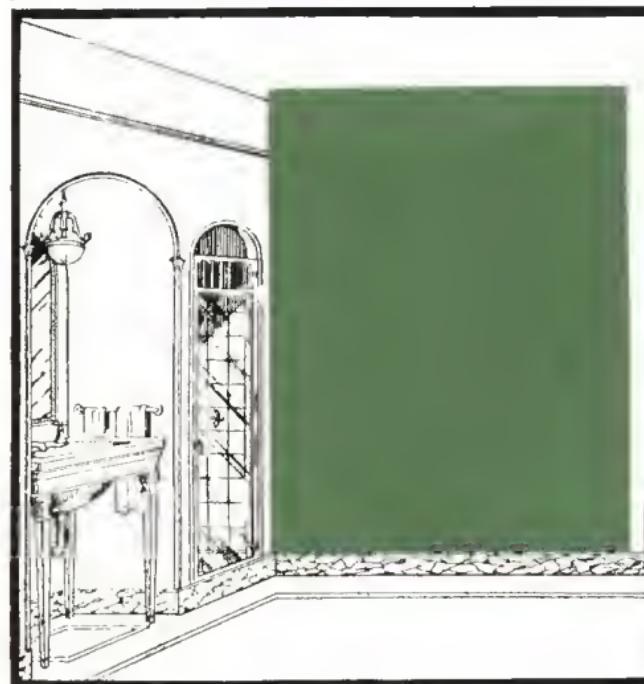
ALL COLORS ARE AVAILABLE IN GLOSS AND SEMI-GLOSS  
(Gloss labels carry the initial "G" in addition to the number)



825  
Dove

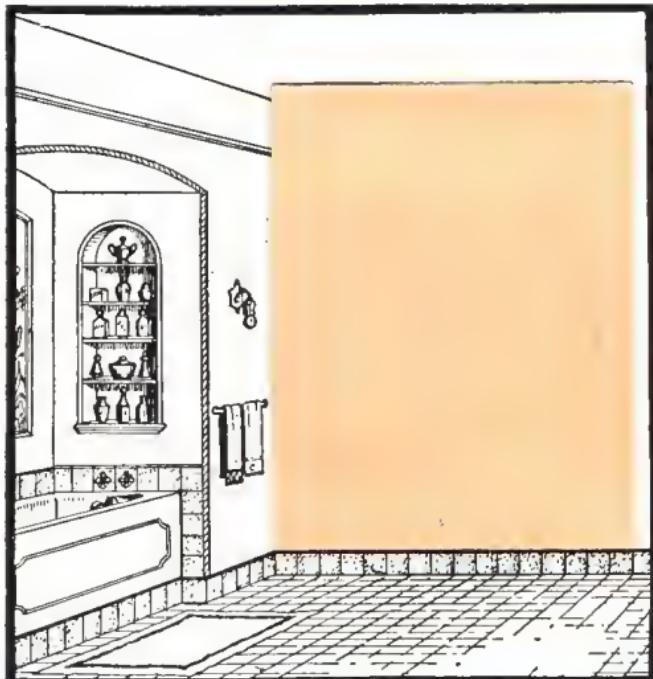


822  
Nile Green

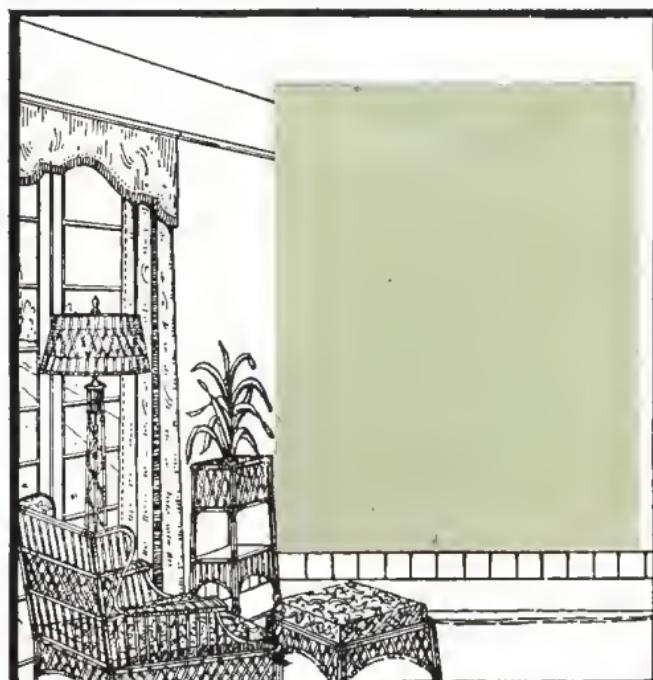


819  
Sea Green

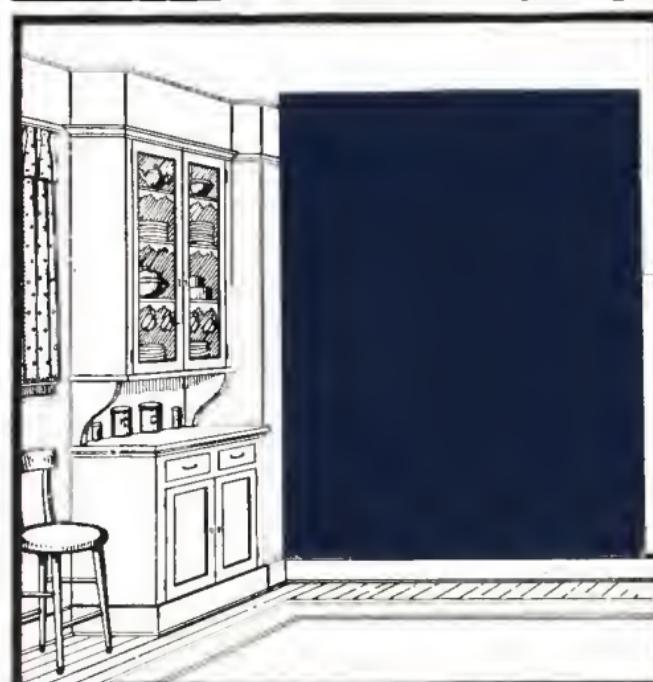
-GLOSS—CHIPS SHOW BOTH TYPES OF FINISH.  
ber, and the semi-gloss labels carry the initials "SG")



823  
Coral Tint



824  
Hydrangea



828  
Pekin Blue

ALSO 821 WHITE

INTERIOR decorators are as one in as-

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